Advertising

The Ad and the Ego: *What the fish doesn't know.*

Inside advertising

"We don't know who discovered water, but it was unlikely to have been a fish." Marshall McLuhan's maxim touches on the difficulty of seeing the medium you're immersed in. For local filmmakers Harold Boihem and Chris Emmanoulides, the makers of ***The Ad and the Ego***, that medium is advertising. To them and the numerous academics they interview, what's important is not the distortions of individual ads but how constant subjection to promotional propaganda creates obedient consumers who seek happiness through the purchase of goods. *A&E* utilizes a blistering barrage of rapid-fire commercial clips to denaturalize the bizarre world that exists inside advertisements and show the ways in which that artificial paradise shapes our subconscious thinking. This is one of the best documentaries I've seen in years—brilliant at the very least. The soundtrack, by media pirates Negativland, adds yet another layer to the commentary.

The Ad and the Ego: Thu., Sept. 26 at 6:30 p.m.; Fri., Sept. 27 at 1 & 7:30 p.m. at International House, 3701 Chestnut. Boihem and Emmanoulides will attend a reception after the Thur. screening. $6; $5 srs., stdts. and I-House mems. 895-6542.

—Sam Adams

N© 1997 Harold Boihem

CineFiles
University of California
Berkeley Art Museum & Pacific Film Archive

Document Citation

Title	**Inside advertising**
Author(s)	Sam Adams
Source	*Philadelphia Forum*
Date	1996 Sep 26
Type	review
Language	English
Pagination	10
No. of Pages	1
Subjects	
Film Subjects	The ad and the ego, Boihem, Harold, 1997